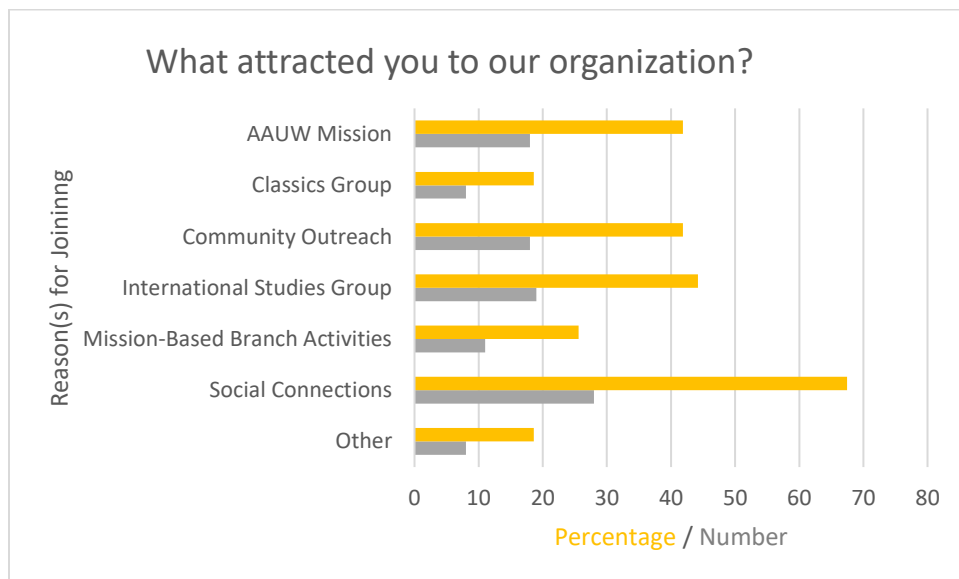
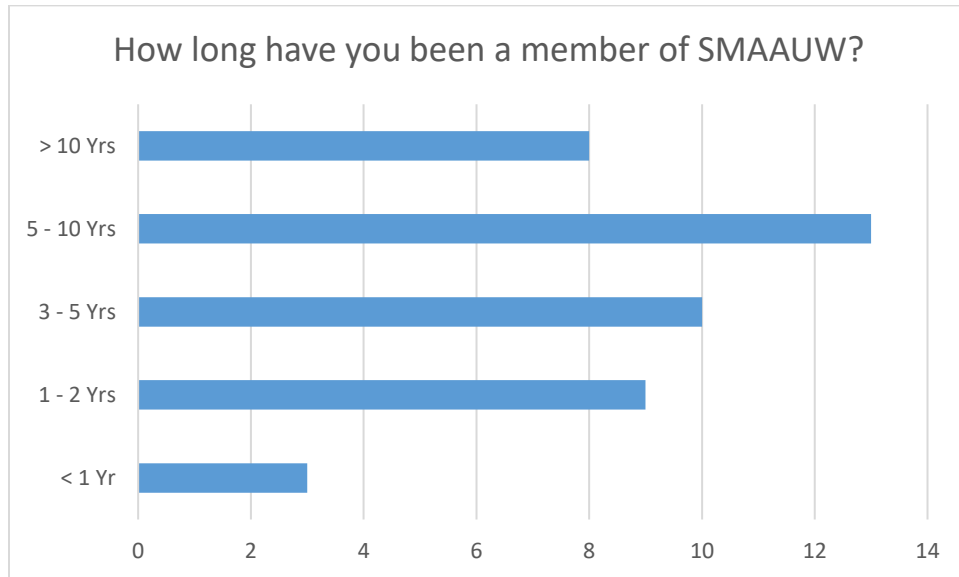


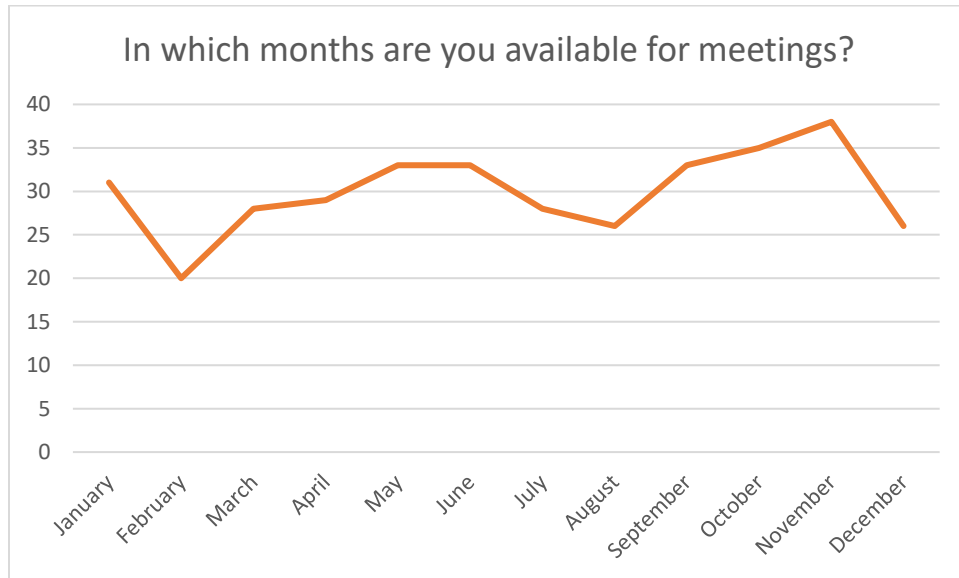
SMAAUW 2017 Membership Survey

In September of 2017, we conducted an on-line survey of our membership in an effort to get to know them and their preferences better. The 3-minute survey yielded some good feedback and worthwhile suggestions. Having recently expanded our membership, we were anxious to hear from both new members and long-time members. As you can see, we heard from a pretty good mixture.

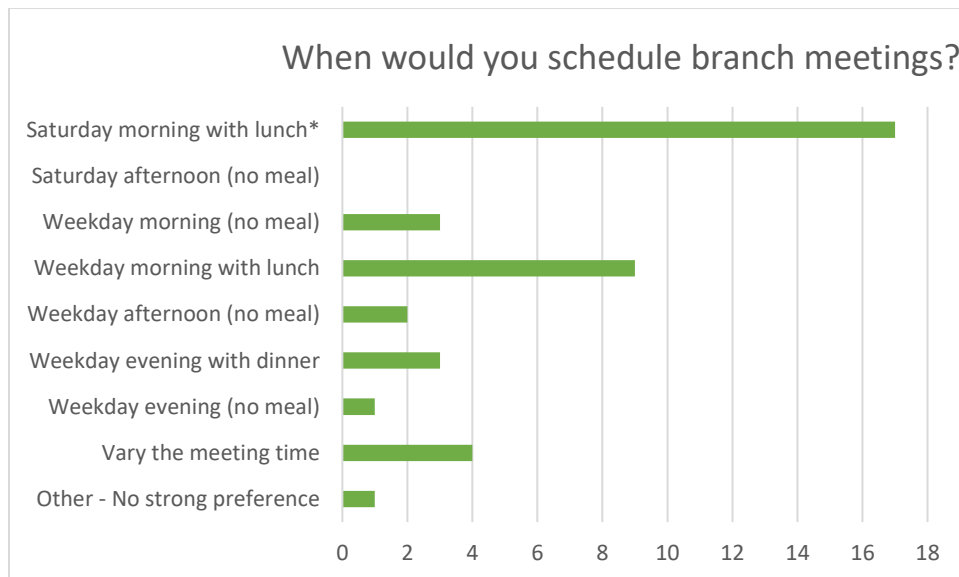
The following charts and materials show the results obtained from the responses of 43 of our members.



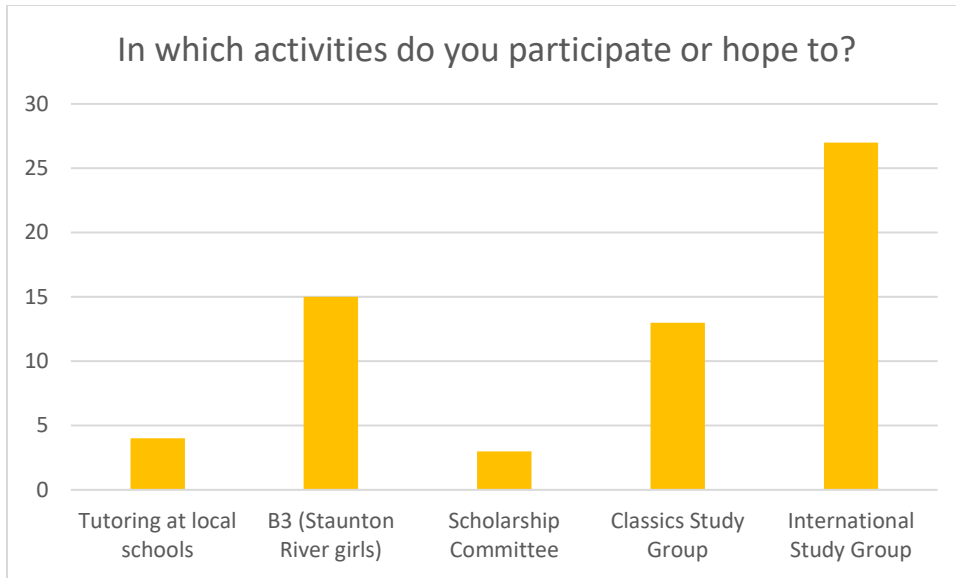
Some of the “Other” reasons were the scholarship program, community involvement, a long-time connection to AAUW, social and intellectual stimulation and the chance to be exposed to new perspectives and mental challenges. Social connections – having friends in the organization or hoping to make connections among its members topped the list. The AAUW mission, our International Studies Group and Community Outreach activities followed with almost identical results.



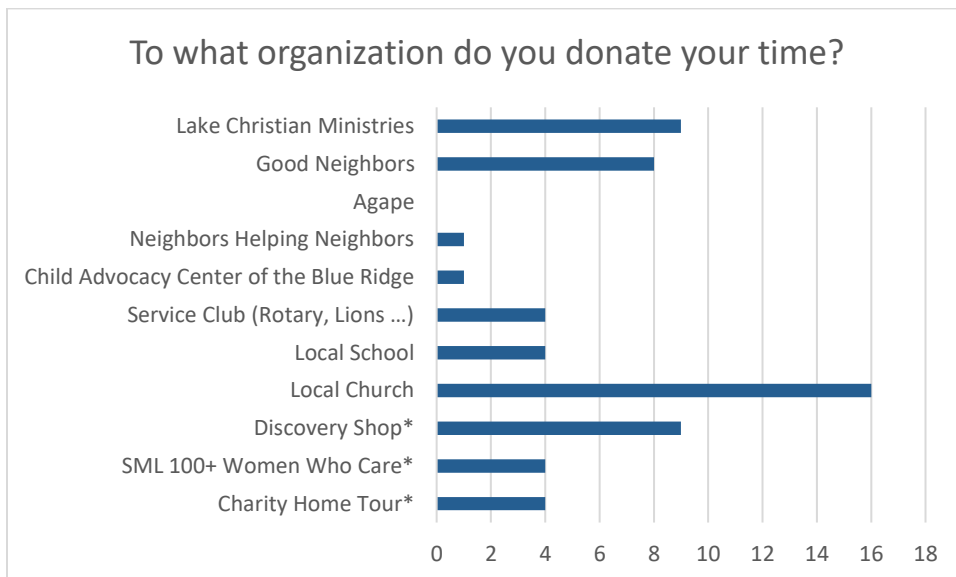
It was interesting that a good number of us are here and available throughout the year. It was no surprise that February is the worst month to attract a crowd of us. January’s high availability of the respondents was surprising. (Note: Only 31 responded to this question.)



* (40 responses) our current meeting time on Saturday morning with lunch served is a clear favorite.



The International Study Group showed itself to be the activity of choice among the survey respondents. Community outreach activities including the Bold Beautiful Babes mentoring at Staunton River High School are growing in popularity. (34 responded to this question.)



* These three organizations had 4 or more listing them under the “Other” category.

Many other groups and activities were listed under the “Other” category (used by 27 of the 39 responding to this question) revealing the wide interests and community commitment of our membership. Volunteer activities not listed specifically in the chart include organizations related to medicine, the arts, lake safety, animals, libraries and more. This question could possibly benefit from listing more organizations; however, it might run on for pages to capture a profile of our members’ activities in the community.

Our last question was a freeform question: What suggestions do you have to make your SMAAUW experience more enjoyable or rewarding? (27 of the 43 survey respondents answered this question.) As expected, the answers were varied and informative. Several members expressed their enjoyment of and appreciation for branch activities, particularly those working with the schools – B3 and Reality Store. Several ladies wanted to see more social activities where we have a chance to get to know one another. Special mention was made of the May meeting where a couple of our members spoke about their background, career and route to SML. Some of those not “on board” with the current meeting time and location were vocal about it. The possibility of a Facebook page was mentioned. Thanks to everyone who took the time to complete this final question!

The following excerpts are not organized in any particular order but give a flavor for the valuable feedback coming out of this quick survey.

Perhaps the branch could volunteer for one of the charities on the home tour. A number of other organizations (DAR, She Doos, Jersey Girls....) supply the volunteers for one or more shifts at one of the charity homes.

May's meeting was remarkable. Perhaps we could find some activities geared towards us getting to know each other better. Something to talk about! Also, the reason I like the Saturday AM schedule is that for those few meetings the dates are set so I always know when they take place.

Facebook page and private group for us to share thoughts between meetings

AWE - Amazing Women Everywhere Brief overview of our own members, and highlight local women doing awesome stuff like Carol Swain, Bedford native overcoming...

No suggestions - really love the fact that our branch does so much locally to support education for girls and women, I really like the hands-on stuff.

Speakers have been enjoyable and informative. I am an affiliate member [in FL also]. They have many more members and many special interest groups - cards, photography, book club, etc.

Would like to see us raise our visibility in the community by (1) partnering with another organization to conduct a project, e.g. Food for Kids peanut butter drive or (2) conduct a community-wide event such as a program on women's health issues. We could also host a program at the high school in pay equity, student debt, and salary negotiating skills. Would like to see us re-establish our connection to Ferrum or maybe the community college.

I don't like the waterfront's restaurant. It's expensive and their food not that good. Also, they don't have heat, and while we have to sit there a long time, we get cold.

[Suggest] relevant speakers, plays, events at Hollins College.

A new study group would be stimulating. Perhaps something to do with language, travel, philosophy, books other than classics, history of games, etc.

I feel strongly that meetings should be when working women can attend.

I don't like meeting w/ meal or meeting on Sat. Vary days & times. How about an International. gourmet dinner group? What could we do to combat teen pregnancy (Bedford Co. has highest rate in VA) & show value of education? Please get the name right-American Association OF--not for--University Women. At the Reality Store event, give a handout featuring 1 (of 10 or so) women who overcame poverty, poor circumstances to become -----Oprah (or whoever).

Would like not to have our branch meetings held on Saturdays!

Keep focusing on our members and their previous and current experiences and talents.

We have many new members that I do not know. It would be nice to have some activities to get to know each other better. Thanks for the survey.

I would like more cocktail socials. That is when you really connect with the members. The lunches are great but everyone is with their friends at their individual tables. My opinion. I would also, like to do some programs on developing young women as leaders, reaching out to young women who may be college bound and mentoring them. Young women from great homes with all opportunities till deal with the self esteem issues of young adulthood. It is not just the poor or marginalized woman who is at risk for not meeting potential.

Group interested in the Arts, art.